QR codes with *campaign tracking*

For flyers, posters, trade fairs and anything printed: how to make QR codes measurable in Matomo before they go to print.

Test first, then print. A printed code cannot be fixed afterwards. One mistake can cost a whole print run.

01 Parameters for print

For new print campaigns the MTM style is the better choice: `mtm_placement` lets you tell locations and placements apart.

Field	MTM	UTM	Example values
Campaign	`mtm_campaign`	`utm_campaign`	`spring-sale-2026`
Source	`mtm_source`	`utm_source`	`flyer`, `poster`, `brochure`
Medium	`mtm_medium`	`utm_medium`	`qr`, `print`
Content	`mtm_content`	`utm_content`	`flyer-a5-blue`
Placement	`mtm_placement`	via `utm_content`	`station-north`, `fair-hall-3`

02 One value per location

If posters in five places carry the same code, you only see a total, and which location works stays open. Give every location its own code:

MTM with placement (ideal for several locations)

```
https://www.example.com/?mtm_campaign=spring-sale-
2026&mtm_source=poster&mtm_medium=qr&mtm_placement=station-north
```

UTM (location in the content field)

```
https://www.example.com/?utm_campaign=spring-sale-
2026&utm_source=poster&utm_medium=qr&utm_content=station-north
```

Then one code each for `station-north`, `city-centre`, `fair-hall-3` and so on.

03 How the code is made

1. **Build the campaign URL** with Matomo's URL builder (Acquisition › Campaign URL Builder) or our Excel template, one per location and variant.
2. **Optional: set up a short address** such as `example.com/spring` that redirects to this URL, and print it next to the code for typing.
3. **Create the code** with a QR generator of your choice, ideally as a vector graphic (such as SVG or EPS) for print.
4. **Check redirects:** some generators send the scan through a short address of their own. Make sure the campaign parameters still arrive at the target.

Example: this code leads to our article “Campaign tracking in Matomo” and is tagged itself, with `mtm_source=pdf-handout` and `mtm_medium=qr`.

```
https://feinwerk.io/en/blog/matomo-campaign-tracking?mtm_campaign=campaign-handouts-
2026&mtm_source=pdf-handout&mtm_medium=qr&mtm_content=qr-codes
```

04 Size

As a rule of thumb, the minimum edge length per medium. The greater the reading distance, the larger the code.

2 × 2 cm
on flyers

5 × 5 cm
on roll-up banners

8 cm and more
on posters

05 Design

Do	Avoid
Dark code on a light background	Light code on a dark background
High contrast, ideally black on white	Pale or colourful codes
A quiet zone all round, at least four modules (the code's small squares) wide	Code running to the edge, text or images right next to it
Scan a proof at original size on the real material	Glossy or textured surfaces without a test
A logo in the code only with a higher error correction level (Q or H) and after a scan test: it covers parts the error correction has to make up for	A logo in the middle without testing
A short address next to the code for typing	Only the code, with no address and no call to action

06 Checklist before print approval

- [ ] Scanned with an iPhone, the page loads
- [ ] Scanned with an Android device, the page loads
- [ ] Proof at original size still readable
- [ ] Campaign parameters visible in the address bar
- [ ] Only one style per link (`mtm_` or `utm_`)
- [ ] Separate values per location or variant
- [ ] Visit arrived in Matomo under Visitors › Visits Log, with the right values
- [ ] Short address redirects with the parameters
- [ ] Recorded in the campaign documentation

> **Two people, two devices.** Only approve printing after two people have scanned the code with two different phones. For large print runs, plan a day between the scan test and approval: with fresh eyes, mistakes are easier to spot.

07 Reading the results

Scanned codes appear in Matomo like any other campaign visit, under Acquisition › Campaigns, and with Marketing Campaigns Reporting also by source, medium and placement. Matomo measures visits, not scans: anyone who scans but does not load the page, or declines tracking, is missing.